

3 Reasons We Fell in Love with It Cosmetics

It doesn't take a genius to understand the importance of not only feeling your best, but *looking* your best for anything your day, your week or even your 2020 can throw at you! No matter the occasion, we women know the struggle of finding that perfect palette to complement our everyday struggles to get up, put our best face forward, and live our most beautiful life. After all, if breakfast is the most important meal of the day, then a good morning routine is by *far* the most critical.

Let us be clear. Here at VELOX Media, our staff's skin tones are as diverse as the personalities who wear them, from the fairest of the fair to the deepest of the deep, so imagine our excitement when we stumbled upon It Cosmetics' breathtaking blends of luminizers, primer, and mascara. Narrowing down our list of the reasons you should try them was difficult, but here's our top 3:

1. Prep, Set, and Glow Luminizers

Winter is coming, and we all know what that means. Dry patches (yuck). The winters in Idaho are no joke, which is why It Cosmetics' [luminizers](#), like their [Your Most Beautiful You Anti-Ageing Luminizer \(\\$38\)](#), were such a breath of fresh air. Not only did we see that immediate lift-from-within glow, but we could feel the warmth to our complexions as well, giving the whole package a youthful color that all women adore day in and day out. And if you're anything like us, knowing your makeup is winter-proof, easy to apply, and talc and toxin free is a very big plus.

2. Limitless Lashes

If eyes really are the window to the soul, then accentuating that is something every woman can enjoy. Super light lashes can be frustrating, nearly invisible even, so being able to cleanly and expertly emphasize their natural beauty is a task every makeup lover celebrates. After all, the perfect lash creates the perfect frame for your face, which is something It Cosmetics' [mascara](#) products do in spades. From their groundbreaking skinny wands to their 3-in-1 primer, eyeliner, and mascara designs, these goof-proof and water-proof mascara brushes make volumizing, lengthening, and everything in between a total breeze.

3. Elevating Anti-Ageing Primers

When it comes to the perfect makeup, nothing sets the tone quite like the perfect primer. Not only does it keep your future makeup from melting into lines, but it helps fight the effects of ageing, acne, and dry skin as well. In fact, your favorite primer might come in the form of a hydration-boosting, face-brightening serum, while others might offer a more traditional silicone-based blend, usually best for smoothing and blurring. They all have their perks, which is why It Cosmetics' [primer](#) and [serum](#) products were such a blessing to find. From oil-free options to wrinkle-reducing creams that showed real, rejuvenated results in a mere 10 days, it's not a stretch to say that we're smitten.

Founded by former morning news anchor Jamie Kern Lima, It Cosmetics remains steadfast in its mission to offer confidence-boosting, problem-solving, skin and makeup solutions to celebrities and everyday women around the world. Backed by leading plastic surgeons, dermatologists, and thousands of satisfied customers, their nourishing, revitalizing, and globally recognized formulas are guaranteed to

help you be your most beautiful, no matter the occasion. See for yourself and fall in love at itcosmetics.com.

This article offers a list of reasons why women should seek out It Cosmetics for their skin and makeup solutions, as well as detailed descriptions for some of the company's most popular luminizer, primer, and mascara products. Readers are encouraged to visit itcosmetics.com to pick their perfect palette and see how easy it is to boost their confidence, revolutionize their routine, and be their most beautiful.